

DRUG DEMAND REDUCTION: WING STRATEGIC PLAN FOR 2011
DDRA – LtCol Doolittle

VISION STATEMENT:

The wing will become recognized as an organization serving through community voluntarism services, youth leadership programs, and promoting a drug demand reduction program coalition serving the youth and state.

MISSION STATEMENT:

The wing will assist local squadrons to develop strong cadet programs that foster the drug free lifestyle for youth as evidenced by the following:

- A. Encouraging CAP youth to remain in school
- B. Providing information on drug free literature through the wing DDR Library
- C. Emphasizing drug prevention, education, and awareness
- D. Providing activities for cadets that focus on drug education

SHORT TERM GOALS AND OBJECTIVES:

Goal 1: Drug awareness to squadrons and communities

Objectives:

- A. Provide Red Ribbons to squadrons for October Red Ribbon Campaign
- B. Provide Red Ribbons at community events such as fly-ins, squadron open house, community events such as parades, air shows, etc.

Goal 2: Squadron visits to provide training as needed for Squadron DDRO and C/DDRO

Objectives:

- A. Encourage squadron DDROs to take training as provided by region DDRC
- B. Squadron visits to check on needs of Squadron DDRO and C/DDRO

LONG TERM GOALS AND OBJECTIVES:

Goal 1: To establish and maintain an active and productive DDR program in communities with CAP units.

Objectives:

- A. Continue to coordinate with military branches (ongoing) to promote CAP program as a drug-free program by providing the different branches with contact points and literature through the DDR program.
- B. Continue the working relationship with the state Pilot's Association, state Space Day Consortium (Space Day) and state Science Day to provide an active display booth promoting Civil Air Patrol as a drug-free program for youth.
- C. Coordinate with military branches for their personnel to present programs on drug awareness during Civil Air Patrol activities such as encampment or leadership academies.
- D. Continue to establish contacts with school systems to provide information to the youth at both the middle school and high school levels.

Goal 2: To establish and maintain DDR personnel within the wing.

Objectives:

- A. Continue to maintain a senior member Drug Demand Reduction Officer within all squadrons to help promote the program.
- B. Continue to maintain a Cadet Drug Demand Reduction Officer (Assistant) within all squadrons. Cadets will assist Squadron DDRO in promoting the DDR program.

Goal 3: Increase CAP and community awareness of drug abuse issues as well as community awareness of CAP as a drug-free program for youth.

Objectives:

- A. Conduct annual DDR program at encampment, leadership schools, AE/DDR activities, Commander's Calls, and DDRA seminar at Wing Conference.
- B. Provide squadrons with DDR materials and literature and list of DDR materials on hand at Wing HQ.
- C. Minimum of 75% participation of all squadrons during the Red Ribbon Campaign Week.
- D. Provide parents with DDR information/literature through presentations such as Squadron Open Houses.
- E. Continue to encourage Cadet Sponsor Members to work with youth on DDR activities.
- F. Continued participation with state's AFB and ANG air shows and state fly-ins.
- G. Provide school systems with information materials and literature from wing DDR Library as allowed per school administration.

Goal 4: Provide training opportunities to all members in the wing.

Objectives:

- A. Continue with DDR weekend promoting drug free lifestyle utilizing military branches for class presentation, DARE personnel, and local law and medical personnel.
- B. Continue with Cadet Leadership School (Academy) either as its own activity or through Wing Conference – providing DDR materials and activities that promote a drug-free lifestyle.
- C. Add DDR content to wing-sponsored activities for cadets, as well as senior member training opportunities
- D. Ground Team School on yearly or every other year basis. Provide DDR training for cadets and senior members during this training.

PROGRAM MEASUREMENT:

Metrics:

- A. Monitor retention of cadets in CAP due to participation in DDR program.
- B. Monitor increase/decrease of cadet memberships on yearly basis.
- C. Monitor number of non-CAP youth that participate in coalition/CAP based programs as well as military youth participation.
- D. Monitoring senior member participation in DDR activities.
- E. Monitor number of community coalition/CAP based activity programs participation of both senior and cadet CAP members, DoD, and military youth.